

CONTRACTS FOR CULTURAL & ARTS SERVICES

2015 Application Guidelines





**9 WEST HENRY STREET
SAVANNAH, GA 31401**
PHONE: 912-651-6417 ♦ FAX: 912-651-3677
TDD #: 912-351-3435 (FOR THE HEARING IMPAIRED)
WEBSITE: WWW.SAVANNAHGA.GOV/ARTS

CITY OF SAVANNAH

Edna B. Jackson, Mayor
Stephanie Cutter, City Manager

LEISURE SERVICES BUREAU

Joe Shearouse, Bureau Chief
Daffin Park Administrative Office, 912-351-3837

DEPARTMENT OF CULTURAL AFFAIRS

Administration

Eileen Baker, Director
Crystal Northcutt, Contract Coordinator
Erin Seals, Marketing Coordinator
Legina Jackson, Administrative Assistant

Arts Programming

Debra Zumstein, Arts Programs Coordinator
Christine Hefner, Visual Arts Coordinator
Clair Buckner, Visual Arts Specialist
Mandy Madson, Arts Program Specialist

CULTURAL AFFAIRS COMMISSION

Darren Bagley-Heath
Johnathon Barrett
Cynthia Chambliss
Lisa Clark
Raymondy Gaddy, Chair
Dawn Howard
Larry Dane-Kellogg
Kim Manigault

Megan Manly
April Martin, Vice Chair
Martha Massey
Harriet Meyerhoff
Joyce Piersanti
Rene Teran
Lisa White
Spencer White III

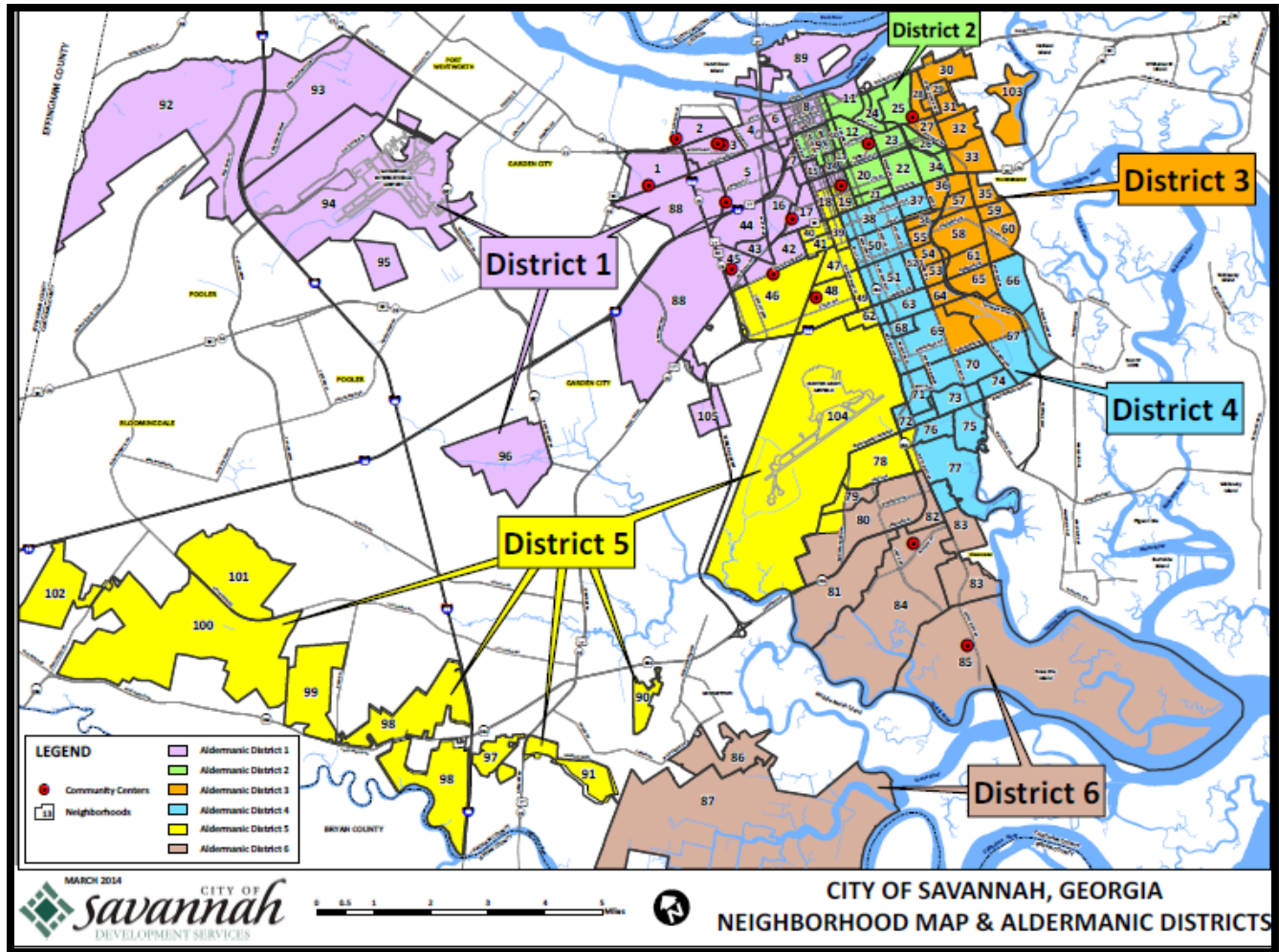
TABLE OF CONTENTS

Aldermanic Districts & Neighborhood Map	1
List of Neighborhoods	2
Application Process Calendar	3
Department of Cultural Affairs Introduction, Mission, Overview, Funding Philosophy	4
Cultural Affairs Commission Introduction, History, Mission, Goals, Panel Review Process, Funding Priorities	5
General Policies	7
Funding Categories & Review Criteria	13
Instructions for Completing Application	19
Resources	31

**PLEASE REVIEW THE FOLLOWING GUIDELINES CAREFULLY AS
THERE HAVE BEEN CHANGES FOR 2015.**

The guidelines that follow were developed by the City to assist applicant organizations in seeking funding. These are only valid during the period of January 1 - December 31, 2015. The guidelines are subject to change.

CITY OF SAVANNAH ALDERMANIC DISTRICTS



SAVANNAH MAYOR & CITY COUNCIL

Mayor

EDNA B. JACKSON
P.O. Box 1027
Savannah, GA 31402
ejackson@savannahga.gov
Ph: (912) 651-6444

Post 1 At-Large

CAROLYN BELL
210 E. Bolton St.
Savannah, GA 31401
cbell@savannahga.gov
Ph: (912) 663-7907

Post 2 At-Large

TOM BORDEAUX
200 E. St. Julian Street, Ste. 501
Savannah, GA 31401
tbordeaux@savannahga.gov
Ph: (912) 233-7180

District 1

VAN R. JOHNSON, II, Mayor Pro-tem
P.O. Box 9141
Savannah, GA 31412
AldermanJohnson1@aol.com
Ph: 912-236-9494

District 2

MARY OSBORNE
Vice-Chairman of Council
642 E. 41st St.
Savannah, GA 31401
mosborne@savannahga.gov
Ph: (912) 507-7186

District 3

JOHN HALL
3301 Hazel St.
Savannah, GA 31404
jhall@savannahga.gov
Ph: (912) 596-1807

District 4

MARY ELLEN SPRAGUE
40 E. 45th St.
Savannah, GA 31405
msprague@savannahga.gov
Ph: (912) 659-0103

District 5

DR. ESTELLA EDWARDS SHABAZZ
P.O. Box 23146
Savannah, Georgia 31403
eshabazz@savannahga.gov
Ph: (912) 213-6444

District 6

TONY THOMAS
Chairman of Council
18 Vernonburg Ave.
Savannah, GA 31419
tthomas@savannahga.gov
Ph: (912) 507-1011

LIST OF NEIGHBORHOODS

- | | | |
|-------------------------------|-------------------------------|-----------------------------|
| 1. Woodville/Bartow | 45. Tremont Park | 73. Skyland Terrace / |
| 2. Hudson Hill/Bayview | 46. Liberty City / | Greenway Park /Grove |
| 3. West Savannah | Summerside / | Park / Oglethorpe |
| 4. Bay Street Viaduct Area | Southover / Richfield | 74. Mayfair |
| 5. Carver Heights | 47. Feiler Park / Hussars | 75. Lundhurst / Rivers End |
| 6. Yamacraw Village | Terrace / Dittmerville | 76. Oakhurst |
| 7. Kayton/Frazier Area | 48. Tatemville | 77. Paradise Park |
| 8. North Historic District | 49. Sylvan Terrace | 78. Leeds Gate / Colonial |
| 9. South Historic District | 50. Ardmore / Gould Estates | Village / Hunters |
| 10. Beach Institute | / Olin Heights | Chase |
| 11. Hitch Village/ Fred | 51. Abercorn Heights / | 79. Largo Woods |
| Wessels Homes | Lamara Heights / | 80. Wilshire Estates / |
| 12. Eastside | Ridgewood / Poplar | Savannah Mall / |
| 13. Dixon Park | Heights | Tranquilla Woods |
| 14. East Victorian District | 52. Medical Arts | /Quail Forrest |
| 15. West Victorian District | 53. South Garden | 81. The Village / Rio / |
| 16. Laurel Grove / Railroad | 54. Memorial Hospital / | Armstrong |
| Area | Fairfield | 82. White Bluff / Holland |
| 17. Cuyler / Brownsville | 55. Sackville | Drive |
| 18. Metropolitan | 56. Edgemere | 83. White Bluff |
| 19. Thomas Square | 57. Oakland Park / | Neighborhoods |
| 20. Midtown | Northgate / Eastgate / | 84. Windsor Forest |
| 21. Baldwin Park | Pinehurst | 85. Coffee Bluff / Rose Dhu |
| 22. Live Oak | 58. LaRoche Park / | 86. Wild Heron Plantation / |
| 23. Benjamin Van Clark Park | Springhill / Daffin | Southern Woods / |
| 24. Blackshear | Heights /Wilemere / | Habersham Plantation |
| 25. Hillcrest Area | Shirley Park | 87. Vallambrosa |
| 26. Winter Gardens / | 59. Fernwood / Parkwood | 88. Chatham Parkway |
| Brightwood | 60. Savannah State / | 89. Hutchinson Island |
| 27. Gordonston | Glynwood / Placentia | 90. Sweetwater Plantation |
| 28. Twickenham | Plantation / Brentwood | 91. Bradley Pointe South |
| 29. Savannah Gardens | / DeRenne | Area |
| 30. Pine Gardens | 61. Forest Park | 92. Godley Station |
| 31. East Savannah | 62. Poplar Place / University | 93. Crossroads Business |
| 32. Avondale | Place | Center |
| 33. Victory Heights | 63. Groveland / Kensington | 94. Savannah International |
| 34. Victory Manor / East Hill | Park | Airport / Travis Field |
| / Donwood | 64. Fairway Oaks | 95. SPA Industrial Park |
| 35. Sunset Park | 65. Magnolia Park / | 96. Dean Forest Road |
| 36. Dale Terrace / Olympus / | Blueberry Hill | Landfill |
| Victory Square | 66. Brookview / Skidaway | 97. Teal Lake / Gateway |
| 37. Parkside | Terrace / Parkview | Village /South Oaks / |
| 38. Ardsley Park / Chatham | 67. Bacon Park Area / | Canebrake Village |
| Crescent | Sandfly | 98. Gateway West |
| 39. Bingville | 68. Habersham Woods | 99. Belford |
| 40. Cann Park | 69. Oakdale | 100. New Hampstead |
| 41. Jackson Park | 70. Highland Park | 101. New Hampstead East |
| 42. Beach High School Area | 71. Avalon / Oglethorpe Mall | 102. Newton |
| 43. Ogeecheeton / Dawes | Area | 103. Bonaventure Cemetery |
| Avenue | 72. Chippewa | 104. Hunter Army Airfield |
| 44. Cloverdale | | 105. Red Gate Farms |

APPLICATION PROCESS CALENDAR

April 18, 2014	Application Process Opens
May 7 & 21, 2014	Application Workshop for New Applicant Organizations or New Grant Writers at currently funded organizations
May 8 & 22, 2014	Application Workshop for Current or Prior Year Applicants
May 26 – June 6	Proposal Review by DCA Staff (Mandatory for New Applicants)

JUNE 27, 2014 PROPOSAL SUBMISSION DEADLINE

August 18 – 21	Review Panel Deliberates
November	Recommendations presented to City Council
December	Applicants notified of award status
Jan. – March, 2015	2015 Contracts Developed

DEADLINES

All proposals must be **delivered** and **emailed** on or before **June 27, 2014 by 5:30 p.m.** This is not a postmark deadline. Applications that are incomplete, submitted via fax, or submitted late will not be eligible for consideration.

APPLICATION WORKSHOPS

All potential applicants are required to attend one of the workshops conducted by DCA Staff. Workshops provide in depth explanations of funding programs, eligibility criteria, funding priorities, and application forms. The workshop dates and times are below:

- **May 7, 2014 2:00 - 4:00 pm:** New Applicant Organizations or New Grant Writers at currently funded organizations
- **May 8, 2014 3:00 - 5:00 pm:** Current or Prior Year Applicants
- **May 21, 2014 11:00 am - 1:00 pm:** New Applicant Organizations or New Grant Writers at currently funded organizations
- **May 22, 2014 5:00 - 7:00 pm:** Current or Prior Year Applicants

All workshops will be held at the Department of Cultural Affairs office on **9 West Henry Street in the black box theater**. Register for a workshop by emailing **Crystal Northcutt, Contract Coordinator** at cnorthcutt@savannahga.gov or by calling 912-644-7927.

Applicants that cannot attend the scheduled workshops may seek individual technical assistance by contacting Crystal Northcutt for an appointment.

This is a competitive funding process with many applicants submitting applications of merit. Past support, technical assistance from staff or participation in a workshop does not guarantee that the Cultural Affairs Commission will recommend the application for funding.

DEPARTMENT OF CULTURAL AFFAIRS

INTRODUCTION

Arts, culture and creativity are recognized as vital contributors to the City's economic and community growth as well as essential components in the development of Savannah's unique identity. With the continued financial investment made through the Contracts for Cultural & Arts Services program, the City awards contracts to non-profit organizations or universities for the purchase of cultural and arts services that have a measurable and sustained impact on Savannah residents and visitors.

This document contains information and instructions for the Contracts for Cultural & Arts Services program. All applicants are encouraged to read the guidelines and application instructions for details of program eligibility, requirements, and evaluation criteria prior to beginning the application process.

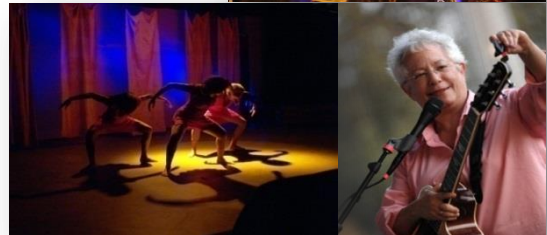
MISSION

The City of Savannah's Department of Cultural Affairs (DCA) is committed to nurturing excellence and diversity to improve the social fabric and quality of life for Savannah's citizens, regardless of income, education, disabilities, or ethnicity. The Department of Cultural Affairs will provide leadership in fostering programs that educate and expose citizens to a rich and diverse range of cultural expressions. The Department strives to support artistic programs that celebrate creativity, create economic growth, and enhance Savannah's reputation as a cultural destination.

OVERVIEW

The Department of Cultural Affairs is responsible for ensuring that a variety of quality artistic, cultural and heritage-based opportunities are available and accessible to the residents and visitors of Savannah. To accomplish this, the department has developed a number of programs and initiatives to provide arts and cultural opportunities within the City of Savannah including:

- Contracts for Cultural & Arts Services
- Weave-A-Dream
- Visual Arts Classes
- Gallery Exhibitions
- Summer/Spring Youth Art Camps
- Marketing & Technical Assistance



FUNDING PHILOSOPHY

The Department of Cultural Affairs believes that assisting the local arts community financially as well as technically is an investment in continued cultural growth of the City of Savannah. Recognizing that government resources are limited, the DCA encourages organizations to develop proposals which demonstrate cooperation between agencies through collaborative partnerships or services showing additional sources of financial support.

CULTURAL AFFAIRS COMMISSION

HISTORY

With an eye to the future of this community's cultural life, the Mayor and Council passed an ordinance on June 14, 1979 that established the Cultural Affairs Commission (formerly known as the Savannah Arts Council). The Commission was charged with a large responsibility to advocate for the creation, the promotion, and the expansion of the cultural and artistic opportunities enjoyed by the residents and visitors of Savannah. As envisioned by the Mayor and Council, the Commission would voice the concerns, the needs, and the desires of Savannah's residents, businesses and community agencies concerning the arts.

In its capacity as an advocate, the Cultural Affairs Commission acts as an advisory body to the Mayor and Council as well as the Department of Cultural Affairs. Appointed by Mayor and Council, Commissioners are those men and women who possess various leadership abilities as well as sincere interest in the arts. Working diligently and closely with both, the Department of Cultural Affairs and Mayor and Council, the Commission continues to promote those cultural programs that will enhance and develop the success of creative initiatives.

MISSION

To foster innovative programming and services as a means of increasing the diversity and the quality of available cultural and artistic offerings, of raising the community's awareness of the benefits gained from such programs, and of ensuring that the arts are used to enrich the quality of life within the City of Savannah.

GOALS

- To nurture excellence and diversity
- To improve the social fabric and quality of life for Savannah residents, regardless of income, education, disabilities, or ethnicity
- To provide leadership in fostering programs that educate and expose residents to a rich and diverse range of cultural expressions
- To support artistic programs that celebrate the creativity, create educational opportunities, encourage economic growth, and enhance Savannah's reputation as a cultural destination

PANEL REVIEW PROCESS

Cultural Affairs Commissioners have the option of participating in the Panel Review Process which takes place annually in August. Panelists assess Contracts for Cultural Service funding proposals using published review criteria and make recommendations to City Council for programs of the highest caliber. The Panel provides City Council with expert peer review through its analysis of the organization's application, budget, budget itemization, plan for deficit reduction (where applicable), organizational documents, financial statements, support materials (where applicable), and on-site evaluations (where applicable).

All applicants are individually evaluated with narrative comments, given numerical scores and collectively ranked. The process is designed to ensure the fairness of the evaluation process and the integrity and success of the Contracts for Cultural & Arts Services Program. DCA staff facilitates this public process.

CULTURAL AFFAIRS COMMISSION

FUNDING PRIORITIES

The DCA and Cultural Affairs Commission are seeking proposals from arts and cultural organizations that address the following funding priorities:

- **Diversity (Program Content & Organizational Staff)** - The City is committed to developing a cultural inventory that broadly represents the interests and the needs of the community's diverse citizenry. Applicants are expected to demonstrate diversity in their programs as well as through their artist, staff, and board participation.

Priority is given for innovative programming that neither duplicates existing City offerings, nor competes with the scheduling of other offerings within the cultural sector. For a clearer understanding of existing cultural programming gaps, refer to the 2013 Calendar & Events on the City's website (www.savannahga.gov/calendar) when planning for 2015.

- **Accessibility of the Arts** - To improve availability of the arts throughout the City, proposals should ensure that cultural and artistic services are accessible to populations and areas that may not have regular access to arts/cultural programming.

Priority populations include low-income youth, senior citizens, people with physical and/or emotional disabilities, ethnic minorities and other traditionally under-represented audiences.

- **Collaborative Relationships** - The City encourages applicants to initiate an integrated planning and execution process that uses collaborative relationships to cooperatively produce cultural programming.

Priority will be given to applicants that develop collaborative relationships that are based on shared objectives, yield additional sources of financial support, produce in-kind donations, and contribute to effective or efficient service delivery.

We are particularly seeking programs that expand and promote the following areas.

- **Youth Programming** – Development of innovative arts, cultural, or heritage programming that positively impacts the community's youth with a particular interest in programs that target teen/young adult populations.
- **Entrepreneurial Arts Education** – There is a growing need for cultural or arts programs that foster skill development, contribute to cognitive development, explore entrepreneurial avenues in the arts, or nurture skill development through sustained, sequential learning opportunities.
- **Creative Arts & Technology** – Development of creative arts & technology programming in the areas of audio and music production, fine art, video/digital media, game design, and animation.
- **Dance/Creative Movement** – Development of programming that involves active engagement of participants in dance/creative movement education and/or production.

GENERAL POLICIES

CATEGORIES

Core Investment Program – Investments in the City’s thriving arts organizations that provide high quality arts services, expansive community outreach, and activities that promote Savannah as a cultural destination.

Cultural Project Investment Program – Investments in projects produced by small to mid-sized budget organizations that provide innovative arts services that increase access to cultural and creative experiences, support and facilitate skill development, inform the public about entrepreneurial avenues in the cultural sector, and nurture the local creative industry.

WHO WE FUND

- Organizations incorporated in the State of Georgia, headquartered in the City of Savannah with 501(c)(3) non-profit exempt status determination.
- Tax-exempt, non-profit cultural/arts organizations.
- Tax-exempt, non-profit community organizations which are not involved in arts programming on a regular basis, but initiate arts programming as part of their service to the community.
- Colleges/Universities, provided that the programs submitted:
 - 1) serve a community need
 - 2) are not a required part of the curriculum
 - 3) have an audience made up of 50% or more non-student/non-faculty audience.
- New and Emerging Organizations who have a history of programming in the community and can submit:
 - 1) documentation (newspaper articles, photos, videos or slides, etc.) of previous events
 - 2) articles of incorporation
 - 3) proof that a determination from IRS is pending.

WHO WE DO NOT FUND

- Private for-profit organizations
- Employees of the City of Savannah
- Organizations who do not provide a cultural service
- Organizations that cannot provide evidence of their 501(c)(3) or that of their fiscal agent
- Organizations that cannot provide financial statements
- Organizations headquartered outside of the City of Savannah
- Organizations that have failed to comply with contractual requirements within the last two years
- Individual artists

GENERAL POLICIES

WHAT WE FUND

- Publicly accessible arts programs in all arts disciplines which take place in the city of Savannah
- Direct or indirect costs of arts/cultural projects proposed for the 2014 calendar year

WHAT WE DO NOT FUND

- Projects occurring outside the city of Savannah.
- Private events that are closed to the general public; exhibitions at commercial, privately-owned galleries; or activities restricted to an organization's membership.
- Programs that are closed to the general public or that restrict access on the basis of race, color, national origin, disability, age, or gender.
- Operating and administrative expenses unrelated to the proposed project.
- Hiring of subcontractors for the administration of a project.
- Scholarships and prizes.
- Additions to endowment funds.
- Deficit or debt reduction, fund-raising, lobbying, building construction or renovation, purchase of equipment and real property.
- Entertaining (receptions, food, beverages).
- Re-granting programs and programs that are essentially rehabilitative or recreational.
- Curriculum based programs within academic teaching institutions (except in partnerships with community based organizations who are the applicants).

FUNDING LIMITATIONS

- Organizations may submit only one proposal to one of the funding categories.
- Core Investment Program applicants may request up to 25% of their organization's unrestricted expenditures (as evidenced in their most recently completed audit at time of application deadline) or \$125,000, whichever is less.
- Cultural Project Investment Program applicants may request up to 50% of their organization's unrestricted expenditures (as evidenced in their most recently completed audit at time of application deadline) or \$125,000, whichever is less.
- The maximum funding request from DCA is \$7,500 for First Time Applicant Organizations. For the purposes of this request for proposals, a first time applicant is any organization that has not received contract for cultural services funding in the preceding two fiscal years.
- For Project Investment applicants, project administrative costs, both internal and outside personnel combined cannot exceed 15% of the program's expenses.
- Cultural Project Investment applicants cannot attribute space rental costs to the City in cases where they own the facility.

GENERAL POLICIES

MATCHING REQUIREMENTS

All funding requests to the DCA require a match. Applicants are required to match the request on a minimum one to one (1:1) basis. The match may be a combination of cash and in-kind contributions; however, at least 75% of the match must be cash.

Example: If an organization is eligible to apply for \$40,000, the application must show a match of at least \$40,000 from sources other than the DCA or other City departments. Of this match, at least \$30,000 must be in cash.

Please be realistic as you calculate the amount requested and the matching funds. Consider your organization's history of managing public funds and securing contributions from other sources (corporate, foundation, individual) as well as the proposed program's ability to generate earned income through fees, ticket sales, etc.

FINANCIAL DOCUMENTATION REQUIREMENTS

All eligible applicants are required to submit financial information for the last completed fiscal year in the form of a copy of income/expenses statements, Internal Revenue Service's 990 form or 990-EZ form or an audit completed by an independent accountant for the annual operating budget of the current fiscal year. If the audit is in progress, the applicant must submit a letter from the accounting firm indicating the date that the audit will be completed. The applicant must submit the audit immediately upon completion.

Additionally, if the applicant organization has requested an extension on its IRS 990, 990 PF, or 990 EZ Tax Form, then the applicant organization must submit a copy of that extension and a written, signed letter from the auditor/board treasurer indicating the date when the tax forms will be completed.

OPERATING BUDGET SIZE	INCOME/EXPENSE STATEMENTS	FORM 990/990EZ	ANNUAL AUDIT
Under \$300K	Required Certified as truthful/accurate and signed by Board Chair or Board Treasurer (may submit audit if available)	Required Most recent submitted to the IRS	Not Required
Over \$300K	Not Required	Required Most recent submitted to the IRS	Required

Please note that DCA cannot execute a contract for service until the required financial statements are submitted. Failure to comply with this requirement may result in the cancellation of the contract award.

CONTRACT TERMS

Acceptance of City funds indicates the willingness of the organization to enter into a legally binding agreement with the City of Savannah to satisfy the terms and conditions as detailed in the proposal recommended for funding.

If, in the sole discretion of the City of Savannah a contractor fails to adequately perform the services of any contract, the City has the right and authority to terminate the contract without further obligation.

GENERAL POLICIES

CONTRACT PROCESS

When an applicant is awarded a Contract for Cultural/Arts Services, the Authorized Official and Board President/Chairperson of the organization sign a contract with the City agreeing (1) to implement the activities described in the applicant's proposal, and (2) to comply with the conditions as outlined in the contract. Major changes in the proposed activities or budget must be submitted to the DCA in writing and approved at least 30 days in advance of the effective date of change. After submitting the signed agreements and required documentation, initial payment for Project Investment applicants may be requested 30 days prior to the project's start date. Initial payments for Core Investment applicants will be processed within 14 business days of the submission of signed agreement, drawdown request form and required documentation.

CONTRACTUAL OBLIGATIONS

The agency's performance shall be in the capacity of an independent contractor and not as an officer, agent or employee of the City.

- All contracts for services must be completed within the project year of the contract agreement (January 1, 2015 – December 31, 2015). Project extensions will only be granted under extreme circumstances.
- Funded organizations must provide the following documentation prior to contract execution:
 - Project Confirmation, Background Clearance checks (for applicable organizations), Financial Statements, Certificate of Insurance (the City must be added as an insured party on the organization's liability coverage for City funded activities).
- After completing the project, the agency must submit a final report no later than 40 days after the project/program ends. Failure to do so will result in forfeiture of the final contract payment.

DIVERSITY REQUIREMENTS

Funded organizations are required to abide by federal regulations which bar discrimination on the basis of race, color, national origin, disability, age, or gender.

Each organization must be in compliance with the following:

- Title VI of the Civil Rights Act of 1964 which bars discrimination on the basis of race, color, or national origin.
- Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 which bar discrimination on the basis of disability. Organizations seeking funding from the Department should provide meaningful programmatic access (use of enlarged print materials, for example) and facility access for persons with disabilities (venues with ramp access, for example).
- Age Discrimination Act of 1975 which bars discrimination on the basis of age.
- Title IX of the Education Amendment of 1972 which bars discrimination on the basis of gender.

Failure to comply with these regulations may result in the forfeiture of the final payments.

GENERAL POLICIES

PAYMENTS

The Department does not automatically issue payments. The process of disbursing funds is initiated by the submission of a signed Drawdown Request Form by the funded organization. Generally, the Department issues payment in two disbursements.

Organizations receiving Cultural Project Investment funding may request an initial 80% payment and organizations receiving Core Investment funding may request an initial 70% payment if the DCA has received the required documentation, signed agreements, and signed drawdown request form. Initial payments may be requested no sooner than 30 business days prior to the scheduled project. The final 20% (Cultural Project Investment) or 30% (Core Investment) payment is available upon the Department Director's approval of the organization's final report.

REPORTING REQUIREMENTS

Within 40 days of the project/program completion, funded organizations are required to submit a final report which includes a narrative, final budget, and examples of all marketing and publicity materials. Final report forms are sent via email to all award recipients.

Funded organizations are obligated to maintain complete and accurate records of all activities connected with the funding allocations for at least three (3) years from the date of execution of the contract. Funded organizations must maintain financial records in accordance with the General Accepted Accounting Principles (GAAP). The City reserves the right to audit any funded organizations.

Upon request by the DCA, funded organizations must submit copies of all receipts, contractual obligations, and disbursements of funds for cultural services covered by the organization's agreement with the Department. These financial records must be available to City officials for audit.

Failure by the contracted organization to submit final reports by the deadline will result in the cancellation of the contract and the forfeiture of final payments. In addition, future funding opportunities may be jeopardized.

PUBLIC ACKNOWLEDGEMENT

For all projects funded by the Department of Cultural Affairs, the following credit line and the City of Savannah Department of Cultural Affairs logo must be included in all advertising, promotions and other publicity, or presented verbally at events at which no printed program is used:

CULTURAL PROJECTS INVESTMENT PROGRAM



"Funding for (program's name) is provided in part by the City of Savannah Department of Cultural Affairs."

CORE INVESTMENT PROGRAM



"Major funding is provided in part by the City of Savannah Department of Cultural Affairs."

Materials and/or photos citing the City of Savannah Department of Cultural Affairs must be submitted with the final report.

The DCA logo must be clearly reproduced and legible.

If the City's support is greater than any other funder, then the acknowledgement of the City's support and DCA logo should be more prominent than the acknowledgement of all other funders.

GENERAL POLICIES

PERFORMANCE & ECONOMIC OUTCOMES

All funded organizations are expected to track performance and/or economic outcomes that will measure the success of programming. Expected outcomes include:

PERFORMANCE OUTCOMES	ECONOMIC OUTCOMES
<ul style="list-style-type: none">* # of free activities* # of fee based events* # of attendees at free events* # of attendees at ticketed events* # of youth targeted events* # of youth attendees residing in Chat Co.* \$ dedicated to youth targeted events* # of activities on the Southside* # of activities on the Eastside* # of activities on the Westside* # of activities in Midtown* # of activities Downtown* # of activities in Annexed Area	<ul style="list-style-type: none">* \$ spent locally on artistic services* \$ spent locally on professional services* \$ spent locally on tech/prod. services* # of single ticket buyers that are tourists from beyond GA* # of hotel room nights for artists* # of hotel room nights for tourists* \$ spent internationally on marketing efforts* \$ spent nationally on marketing efforts

MONITORING & SITE VISITS

At their discretion, the DCA staff and members of the Cultural Affairs Commission visit contracted organizations' programming to evaluate the outcomes of funded projects. Information gathered through visits is one of the items considered during the review of applications.

Funded organizations are expected to send the Cultural Affairs Commission information regarding the programs and services funded by the City. Funded organizations are also expected to facilitate those visits.

ENVIRONMENTAL SUSTAINABILITY EFFORTS

In keeping with the City's interest in becoming an environmentally sustainable community, organizations are encouraged to incorporate sustainability practices (i.e., recycling, e-marketing campaigns) into the design and the implementation of proposed activities. Contact Jimmy Rhodes (912-651-1967; jrhodes@savannahga.gov), the City's Director of Recycling & Litter Services for more information.

PROJECT PLANNING

Organizations are expected to make all logistical plans regarding their projects including, but not limited to payment of royalties, artist/venue contracts, necessary permits (sound, special use of parks), arrangements for security, and sanitation (dumpsters, porta-a-lets).

Parks & Square Permit Chris Foran, Leisure Services Program Coordinator
Leisure Service Bureau
912-351-3837
cforan@savannahga.gov

Sound Permit Lida Coleman, Administrative Assistant
City Manager's Office
912-651-6415
lc Coleman@savannahga.gov

FUNDING CATEGORIES & REVIEW CRITERIA

CORE INVESTMENT PROGRAM

PROGRAM DESCRIPTION & PURPOSE

This program is designed for the City to invest in the artistic mission of thriving established arts organizations with operating budgets of at least \$500,000. The organization must demonstrate artistic and administrative excellence and provide high quality arts services, expansive community outreach, and activities that promote Savannah as a cultural destination.

THE CITY OF SAVANNAH EXPECTS CORE INVESTMENT RECIPIENTS TO:

- Participate as partners with the City of Savannah to further the goals of the City and Cultural Affairs Commission;
- Increase the city's competitive position, economically and culturally, through activities that create greater encouragement, promotion and appreciation of the importance of the arts and culture, and foster an awareness of their artistic, economic, cultural, and social relevance;
- Present annual programming of a high artistic quality and cultural experiences accessible and marketed broadly to citizens, and tourists;
- Set standards as well as adhere to the strictest of professionally accepted practices;
- Provide leadership to artists and smaller organizations in their fields; and
- Foster collaborations and partnerships between themselves and other arts organizations, as well as business and community leaders.

PROGRAM REQUIREMENTS & ELIGIBILITY

Any organization that intends to apply as a new applicant in the Core Investments category must first obtain DCA certification as an eligible organization. Contact the office to discuss your intent to apply with the Contract Coordinator. To be certified, the applicants must meet all of the following criteria:

1. Be incorporated in the State of Georgia, headquartered in the City of Savannah and have 501 c(3) non-profit tax exempt status
2. Be an arts organization with actual unrestricted cash expenses of at least \$500,000 each year for the last two completed fiscal years
3. At least 75% of the total budget must be derived from non-city contributed and earned income revenue sources
4. Have a three year history of initiating, producing, and/or presenting arts programming/services in Savannah that are open to the general public
5. Offer free activities on a regular basis that are accessible to Savannah residents and visitors.
6. Have an independent functioning active board of directors that is reflective of the community it serves
7. Have a professional administrative and artistic staff employed by the organization to include a full-time or part time executive director
8. Display ongoing fiscal responsibility
9. Evidence of the organization's significant continuing contribution to the artistic, economic and cultural life of the city of Savannah
10. Evidence of a robust marketing campaign that increases Savannah's reputation as a cultural destination
11. Exhibit a consistently high level of artistic excellence in all presented programs and services
12. Secure insurance that includes the city and its agents as co-insured parties for the duration of funded activities
13. Have successfully completed the contractual requirements of past agreements with DCA if applicable

FUNDING CATEGORIES & REVIEW CRITERIA

CORE INVESTMENT PROGRAM

ELIGIBLE ACTIVITIES

The City's investment provides non-project assistance toward ongoing administrative and artistic costs for qualifying organizations. Fundraising and other activities outside the scope of the City's goals and expectations of the Contracts for Cultural/Arts Services Programs will not be supported with these funds.

FUNDING REQUESTS

Applicants in the Core Investment Program may request up to 25% of their unrestricted expenditures (as evidenced by their most recently completed audit at the time of the application deadline) or \$125,000, whichever is less.

- Organizations must document unrestricted annual expenditures of at least \$500,000 in the two most recently completed fiscal periods.
- An independent audited financial statement, prepared by a certified public accountant, for the most recently completed fiscal period is required at time of application.

MATCHING FUNDS

Core Investment Organizations must show a cash match on a minimum on-to-one basis.

APPLICATION DEADLINE

June 27, 2014 by 5:30 p.m.

Only one application per arts organization per funding cycle is allowed.

FUNDING CATEGORIES & REVIEW CRITERIA

CORE INVESTMENT PROGRAM

REVIEW CRITERIA

Proposals to the Core Investment Program will be reviewed individually according to the following criteria. Each criteria category is worth 20 points and totals a maximum score of 100 points.

Artistic Quality

- Innovation and creativity of programming
- Demonstrated ability to produce effective arts programming
- Consistency of programming with artistic mission statement
- Capability and qualifications of artistic staff

Organizational & Financial Stability

- Effective administration, fiscal responsibility, and leadership among paid staff
- Diverse board and staff (age, gender, ethnicity, professions, geographic representation, etc.) reflective of the Savannah community
- Well-articulated organization mission and goals and well defined implementation strategies
- Effective long-range and short-term plans

Community, Economic, and Cultural Impact

- Provides measureable economic contribution throughout the community, including expansion of tourism, employment artists in the local sector, and leveraging of City funds
- Identification and explanation of planned collaborative efforts with other arts organizations and businesses for the purpose of sharing resources, promoting the arts, or providing programs for residents and tourists
- Comprehensive evaluation methods used to measure effectiveness of organization's programs
- Addresses specific unmet programming needs

Audience Development/Accessibility

- Development of educational and outreach components for the proposed artistic programs to expand the audience's appreciation and understanding of the art form(s)
- Development of a targeted marketing strategy that promotes the programs to a wide segment of Savannah residents and tourists and strengthens Savannah's reputation as a cultural destination
- Programmatic and physical accessibility to the public and populations with special needs and limited access to the arts
- Significant number of activities that are free and open to the public

Application/Budget Preparation

- Overall quality of application preparation/completeness of information
- Accuracy of budget and itemization
- Practicality/feasibility of budget projections for proposed activities and overall operations
- Diversified revenue stream with an emphasis on other sources of contributed and earned revenue

FUNDING CATEGORIES & REVIEW CRITERIA

CULTURAL PROJECT INVESTMENT PROGRAM

PROGRAM DESCRIPTION & PURPOSE

This program is designed for the City to invest in non-profit organizations and/or institutions of higher learning that provide high quality innovative arts services that increase access to cultural and creative experiences, support and facilitate skill development, inform the public about entrepreneurial avenues in the cultural sector, and nurture the local creative industry.

The goal of the Cultural Project Investment program is to offer all Savannah residents quality arts, cultural, and heritage services that are free and open to the public.

TYPES OF ELIGIBLE ORGANIZATIONS

- Nonprofit arts/cultural organizations, with small and medium-sized budgets
- Colleges/Universities and community organizations that initiate arts programming as a part of their service to the community
- Large arts and cultural organizations that do not meet Core Investment eligibility requirements or choose not to apply for the Core Investment Program

TYPES OF PROJECTS

- Community Art & Music Festivals
- Performing & Visual Arts
- Concerts
- Exhibitions
- Education & Outreach

PROGRAM REQUIREMENTS & ELIGIBILITY

- Be incorporated in the State of Georgia, headquartered in the City of Savannah and have 501 c(3) non-profit tax exempt status
- Show a minimum one-to-one match. The match may be a combination of cash and in-kind contributions; however 75% or more must be a cash match.
- Have a one year history of initiating, producing, and/or presenting arts programming/services
- Services purchased by the City of Savannah must be free of admission charges and open to the general public.
- Have an independent functioning active board of directors that is reflective of the community it serves
- Display ongoing fiscal responsibility
- Have an inclusive marketing strategy that provides for reaching the target audience
- Exhibit a consistently high level of artistic excellence in all presented programs and services
- Secure insurance that includes the city and its agents as co-insured parties for the duration of funded activities
- Have successfully completed the contractual requirements of past agreements with DCA if applicable

FUNDING CATEGORIES & REVIEW CRITERIA

CULTURAL PROJECT INVESTMENT PROGRAM

ELIGIBLE ACTIVITIES

The City's investment will be used to cover expenses directly related to the project such as administrative, artistic, technical/production fees and contracts, marketing, supplies, travel, equipment rental, and other project related costs.

FUNDING REQUESTS

Cultural Project Investment Program applicants may request up to 50% of their organization's unrestricted expenditures (as evidenced in their most recently completed audit at time of application deadline) or \$125,000, whichever is less.

The project budget must be specific to the activities outlined in the application for funding.

- The minimum amount that can be requested is \$5,000.
- An independent audited financial statement, prepared by a certified public accountant, for the most recently completed fiscal period is required at time of application.
- Organizations presenting festivals are subject to special insurance requirements. Specifications to be included on insurance certificates will be provided to applicable contractors upon award notification.

MATCHING FUNDS

Cultural Project Investment Organizations must show a cash match on a minimum on-to-one basis. The match may be a combination of cash and in-kind contributions; however, at least 75% of the match must be cash.

APPLICATION DEADLINE

June 27, 2014 by 5:30 p.m.

Only one application per arts organization per funding cycle is allowed.

FUNDING CATEGORIES & REVIEW CRITERIA

CULTURAL PROJECT INVESTMENT PROGRAM

REVIEW CRITERIA

Proposals to the Cultural Project Investment Program will be reviewed individually according to the following criteria. Each criteria category is worth 20 points and totals a maximum score of 100 points.

Artistic Quality & Program Design

- Innovation and creativity of programming
- Demonstrated ability to produce effective and engaging arts programming utilizing Appropriately skilled artists and educators
- Demonstrates careful planning and a realistic execution strategy
- Clearly defined program/project goals, outcomes, and indicators

Audience Development/Accessibility

- Development of educational and outreach components for the proposed artistic programs to expand the audience's appreciation and understanding of the art form(s)
- Development of an effective marketing strategy that promotes the programs to the target audience as well as a wide segment in the community
- Programmatic and physical accessibility to the public and populations with special needs and limited access to the arts
- Engagement of new audience segments

Cultural, Social, & Economic Impact

- Identification and explanation of collaborative partnerships with other arts organizations and businesses that will contribute to the development and success of the project
- Provides measureable cultural, social and/or economic contributions throughout the community, including leveraging of City funds, engagement of citizens, and employment of local artists in the creative sector
- Inclusion of educational opportunities for youth, teens, and young adults that engage them as program audience, program stewards, and artists/performers
- Comprehensive evaluation methods used to measure program/project effectiveness

Organizational & Financial Stability

- Effective administration and leadership among paid and/or volunteer staff
- Diverse board and staff (age, gender, ethnicity, professions, geographic representation, etc.) reflective of the Savannah community
- Well-articulated organizational mission and goals
- Effective long-range and short-term plans

Application/Budget Preparation

- Overall quality of application preparation/completeness of information
- Accuracy of budget and itemization
- Practicality/feasibility of budget projections for proposed activities and overall operations
- Diversified revenue stream with an emphasis on other sources of contributed and earned revenue

COMPLETING YOUR PROPOSAL

Organizations must prepare a proposal which includes all requested components. All proposals must be submitted to the Department of Cultural Affairs' Office **by 5:30 p.m. on June 27, 2014**. Applications must be emailed AND hand-delivered by the deadline.

Applications are specific to the funding program; therefore, applicants should ensure that the appropriate forms are submitted. Applications must be typed. Before preparing your application, fully read the 2015 guidelines and application instructions. The guidelines provide important information about types of projects the City will invest in and the criteria by which your application will be reviewed.

The proposal contains the following parts:

- Application (PDF Form)
- Narrative (PDF Form)
- Support Materials

The PDF forms have the following technical requirements:

- Adobe Reader X or higher
- Windows or Mac OS
- **Note – Forms are NOT compatible with iPads or Android tablets**

The Application and Narrative must be submitted in the document formats provided by DCA staff. Instructions for proposal assembly are shown below:

Envelope #1 (Original)	Envelope #2 (Copy 1)	Envelope #3 (Artistic Support Materials)
Application Form Attachments 1-8	Application Form Attachments 1-8	Attachment 9

SUBMISSION

Hand Delivery: Applicants must hand deliver 1 original single-sided, unstapled proposal with signatures in blue, 1 three-hole punched, double sided copy of the proposal on white paper, and 1 set of support materials to:

Department of Cultural Affairs
9 West Henry Street
Savannah, GA 31401

Electronic Submission: Applicants will email the following to the attention of Crystal Northcutt (cnorthcutt@savannagha.gov).

- PDF application form which includes the sections listed in the Checklist.
- PDF Narrative Form

COMPLETING YOUR PROPOSAL

NARRATIVE INSTRUCTIONS

Responses to narrative questions are limited to six, one-sided 8 ½ x 11 typed pages and **must be entered on the form provided by DCA staff.**

Narrative questions are specific to the funding category. Before responding to the questions, review the categories and ensure that the appropriate set of application forms have been obtained.

Do not leave blank spaces or insert color graphics, images, or logos into this narrative.

Please keep the following in mind when preparing the narrative:

- Applicants should submit a narrative that reflects what is achievable with respect to the organization's capacity.
- Draft your responses to the questions carefully. Be sure that the information needed to understand the proposal is contained within the written narrative.
- Avoid making unsupported assumptions or using terminology that presumes an intimate or current knowledge of the organization.
- Clearly outline the details of the proposed project. After reading an application, panelists should be able to easily answer the questions of who, what, where, and why in relation to the project.
- The narrative is the appropriate place for organizations to provide information about collaborative relationships/partnerships that will yield the in-kind donations.
- Only one organization can request funding for a partnership. The organization that is the presenting or the producing organization should detail the nature of the activity for which they are requesting funding in the course of the proposal that they are submitting for consideration.

The following pages contain the narrative questions for the Core and Cultural Project Investment Programs. Read each question carefully and answer it as completely as possible.

COMPLETING YOUR PROPOSAL

CORE INVESTMENT PROGRAM—NARRATIVE QUESTIONS

1. ARTISTIC QUALITY—20 POINTS

- Describe the programs and services that your organization will provide during the contract period January 1, 2015 – December 31, 2015. Include specific program information such as number of free and fee-based activities, dates (month/year), artists to be featured, venues or locations, etc.
- Indicate how the proposed programs demonstrate artistic merit. Discuss the expertise and artistic/professional qualifications of the artists involved in the program. Include the criteria used for the artist selection and the qualifications of the staff making the artistic selections.
- Discuss whether or not the proposed programming addresses the specific needs identified in the commission's priorities. Describe how those needs will be met.
- Provide an example of successful arts programs produced in the past.

2. ORGANIZATIONAL & FINANCIAL STABILITY—20 POINTS

- Describe the organization's mission and goals, and discuss its long-range and short-term plans.
- Describe the qualifications of the managerial staff and their role in achieving stability for the organization. Outline structure and key responsibilities.
- Describe the role of the board in setting policy, planning, fiscal controls, raising funds and promoting organizational activities.
- Describe the diversity of the board and staff (age, gender, ethnicity, professions, geographic representation, etc.). Outline how the organization has proactive policies to ensure diversity in its leadership (board and staff).

3. COMMUNITY, ECONOMIC, & CULTURAL IMPACT—20 POINTS

- Describe the impact of the proposed programs on the people served and the Savannah community, and discuss how proposed programs will address specific unmet needs.
- Discuss the organization's contribution to the economic and creative industry. Describe the organization's impact on tourism and employment of local artists.
- Indicate any program partnerships or collaborators and their roles.
- List measurable outcomes for the organization's programs. Describe the evaluation methods that will be used to measure the actual outcomes.

4. AUDIENCE DEVELOPMENT & ACCESSIBILITY—20 POINTS

- Describe the target audience for the proposed program/project. Identify efforts that will be in place to target under-represented populations, including people with disabilities. Outline past efforts to reach these populations, the results of those efforts and what changes will be made to increase the effectiveness of outreach and in-reach efforts.
- Describe any efforts that the organization has to expand its current audience.
- Describe plans to ensure programmatic and physical accessibility to the public and populations with special needs and limited access to the arts.
- Organizations must provide a significant number of free activities that are open to the public. Detail how your organization will accomplish this.
- Describe program fees and/or ticket prices.
- Identify the educational and outreach efforts that will accompany artistic programs proposed.
- Describe the marketing and promotion plans that will promote the organization's programs to a wide segment of residents and tourists and strengthen Savannah's reputation as a cultural destination. Include a realistic timeline that charts how your organization plans use multiple media to attract the target audience/participant.

COMPLETING YOUR PROPOSAL

CULTURAL PROJECT INVESTMENT PROGRAM—NARRATIVE QUESTIONS

1. ARTISTIC QUALITY—20 POINTS

- Briefly describe your organization. Indicate the mission, programs/services and target audience.
- Describe the proposed programs and services that your organization will provide during the contract period January 1, 2015 – December 31, 2015. Include specific program information such as the name of the project and activities, number of free activities, dates (month/year), artists to be featured, venues or locations, etc. All services must be in the City of Savannah.
- Discuss whether or not the proposed programming addresses the specific needs identified in the commission's priorities. Describe how those needs will be met.
- Indicate how the proposed programs demonstrate artistic merit. Discuss the expertise and artistic/professional qualifications of the artists involved in the program. Include the criteria used for the artist selection and the qualifications of the staff making the artistic selections.
- Provide an example of successful arts programs produced in the past.
- Describe how the programs or project was planned and the strategy developed for program/project execution.

2. CULTURAL, SOCIAL, & ECONOMIC IMPACT—20 POINTS

- Describe the measurable impact of the proposed programs on the people served and the community (i.e. citizen engagement, employment of local artists).
- Discuss educational opportunities presented for youth, teens, and young adults that engage them as program audience, program stewards, and artists/performers.
- Indicate any program partnerships or collaborators and their roles.
- List measurable program/project goals, outcomes and indicators. Discuss the evaluation methods that will be used to measure the actual outcomes.

3. AUDIENCE DEVELOPMENT & ACCESSIBILITY—20 POINTS

- Describe the target audience for the proposed program/project. Identify efforts that will be in place to target under-represented populations, including people with disabilities. Outline past efforts to reach these populations and discuss the results of those efforts.
- Describe any efforts that the organization has to expand its current audience.
- Describe any specific outreach or in-reach (i.e. bringing audiences to your organization or site to provide services) efforts that will expand the audience's appreciation and understanding of the art form(s).
- Describe plans to ensure programmatic and physical accessibility to the public and populations with special needs and limited access to the arts.
- Describe the marketing and promotion strategy that will promote the program/project to a wide segment of Savannah residents. Include a realistic timeline that charts how your organization plans use multiple media to attract the target audience/participants.

4. ORGANIZATIONAL & FINANCIAL STABILITY—20 POINTS

- Provide a detailed description of the organization's leadership, mission, and goals. Outline structure and key responsibilities. Discuss its long-range and short-term plans.
- Describe the diversity of the board and staff (age, gender, ethnicity, professions, geographic representation, etc.). Outline how the organization has proactive policies to ensure diversity in its leadership (board and staff).

COMPLETING YOUR PROPOSAL

INSTRUCTIONS FOR COMPLETING FORMS

APPLICATION FORM

SECTION 1: PROPOSAL INFORMATION

Organization Name - Provide the organization's legal name as noted on your 501(c) 3 letter of Determination. Do not use abbreviations unless part of the official name.

Funding Program - Select the funding program that the organization is applying for. The options are Core Investment Program and Cultural Project Investment Program. This field is **REQUIRED** because it determines which budgets must be completed.

Project/Program Title – Provide a brief title to which the proposed project will be referenced.

Total # of Services - Indicate the total number of event days or number of activities for the proposal submitted. Provide a start date and end date in the spaces provided. Programming must take place between January 1 – December 31, 2015.

Amount Requested - Indicate the total dollar amount requested from DCA. Also, the amount shown should match the figure entered for the Amount Requested from DCA in the Revenue section (line item 2).

In-Kind Donation - \$ value - Indicate the approximate dollar value of any in-kind donations that the organization is expected to receive for proposed project (s). If this value is being applied towards the match, provide a breakdown in the section identified in the Budget & In-Kind Contribution section.

Project Summary – Use the allotted space to provide a clear and concise description of the project. Provide general information about the project's scope and target audience. Be mindful that once the allotted space is used, no more text can be entered into the field.

Organization Budget Size – Click the button that corresponds to your organization's annual cash expenditures from the most recently completed fiscal year.

Primary Artistic Discipline - Select the artistic discipline that most closely aligns with your project. Only one discipline can be selected.

SECTION 2: ORGANIZATION INFORMATION

Applicant's Legal Name - Enter the legal name as noted on your 501(c)3 Letter of Determination. Do not use abbreviations unless part of the official name.

Federal Tax I.D. Number - Provide the organizations 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on the 990 Tax Returns or W-2 forms.

Date of Incorporation - Provide the date on which the organization was incorporated in the State of Georgia.

COMPLETING YOUR PROPOSAL

Street Address - Provide organization's complete street address. Remember that the organization's administrative offices must be headquartered within the City's corporate limits.

Mailing Address, Telephone, and Fax - Provide address in which the organization receives and checks its mail regularly. Correspondence will be sent to this address, including award notifications and contract information. Also provide the main telephone and fax number for the organization.

Organization/Project Website (URL) - Provide the organization's and/or website address.

Social Media Utilized - Indicate the types of social media (i.e., Facebook page, Twitter account, Blogspot, Pinterest, etc.) that the organization utilizes to publicize its cultural, arts, and heritage activities.

Contact/Project Director - Provide the name, telephone and fax numbers, and email address of the person who will answer questions about this application and contract if awarded.

Executive Director - Provide the name and title of the executive director over the project. This person has decision making capabilities and may serve as the contact/project director. If the executive director is serving as the contact/ project director, type "same as above".

Organization's Mission Statement - Provide the organization's mission statement. Your response will be limited to the space provided.

SECTION 3: ORGANIZATION BUDGET HISTORY

Month/Day Fiscal Year Begins and Ends - Enter the month and day the organization's fiscal period begins and ends (ex. Jul-31).

Endowment Balance/Cash Reserves - Indicate the total dollar amount of any cash surplus that the organization will have in 2015. If the applicant does not have any cash reserves, enter \$0.

Operational Deficit - Indicate the total dollar amount of deficit that the organization has accumulated in preceding fiscal years (excluding capital). Show any debt as a negative.

A deficit reduction plan must be included in the Budget Explanation section. If the applicant does not have a deficit or surplus balance, enter \$0.

Budget History 2011-2015 - Enter the annual operating revenue and expenses for the years shown. Enter cash only; do not include in-kind or capital amounts.

The 2013, 2014, and 2015 totals should match the figures in the Organization Budget in Section 7. This number is NOT your City of Savannah funded amount, nor is it your project budget.

SECTION 4: DCA FUNDING HISTORY

Enter the amount of funding received from DCA for the years shown. If funding was not received, enter \$0.

COMPLETING YOUR PROPOSAL

SECTION 5: DEMOGRAPHICS

Attendance Figures

Applicants will provide estimates of the project's/program's geographic draw by using predetermined demographic categories to estimate total attendance. Only provide data related to the project's components which fall within the FY2015 funding calendar.

Audience/Participants

Estimated Audience – The estimate should include event attendees and program participants.

Participating Artists – Number of performing and visual artists participating.

Participating Tech/Prod. – Number of technical/production personnel involved in sound, staging, lighting, etc.

Demographic Categories

City of Savannah Residents - Persons who reside within the City's corporate limits. Only count the people that reside in the City's corporate limits.

Chatham County Residents - Persons who reside outside the City's corporate limits but within the County's limits (i.e. Thunderbolt, Vernonburg, Wilmington Island, Pooler, Tybee Island, Bloomingdale, Garden City, Port Wentworth). Do not double count residents of Savannah by including them in this figure as well.

Number of Tourists - Persons who reside anywhere outside of Savannah and Chatham County. Do not double count residents of Savannah or Chatham County by including them in this figure as well.

Age Demographics & Audience Ethnicity Demographics

Estimate the number of attendees expected from each demographic group.

Remember, the Age Demographics and Audience Ethnicity Demographics totals should match the total Estimated Audience figure in the Attendance Figures section.

Organization Ethnicity Demographics

Indicate the current demographic diversity of the organization's paid (i.e., FTE and PTE) and unpaid staff.

SECTION 6: ESTIMATED OUTCOMES

Performance Outcomes

of free activities – The number activities that are free and open to the public. This may include but is not limited to outreach programs, free admission days, free events, etc.

of fee based events – The number of events that require admission fees or ticket purchases.

of attendees at free events - The total number of audience members that will participate in a free component of the proposed project.

of attendees at ticketed events - The total number of audience members that will purchase a ticket to events with admission charges. Do not include the costs of comped tickets in this estimated figure.

of youth-targeted events - Indicate how many of the proposed services are specifically designed to target the interests and the needs of youth audiences (i.e., persons under 21 years of age) for this project.

of youth attendees residing Chatham County - The number of audience members that are below 21 years of age and reside within the County's corporate limits.

\$ dedicated to youth-targeted events - Indicate how much of project's budget will be spent on youth-targeted activities.

of activities on the Southside, Eastside, Westside, Midtown, Downtown, and Annexed Areas - Total number of events taking place in each of these areas.

COMPLETING YOUR PROPOSAL

Economic Outcomes

\$ spent locally on artistic services - Amount to be paid to artists, entertainers, musicians, etc. from Savannah & Chatham County

\$ spent locally on professional services: Amount to be paid to accountants, consultants, marketing firms, photographers, etc. from Savannah & Chatham County

\$ spent locally on tech/prod services: Amount paid to audio, video, and graphics specialists in Savannah & Chatham County

\$ spent internationally on marketing efforts - Project the dollar amount that the organization will spend on advertising, promotions, public relations, sales, etc. marketing the event to international markets.

\$ spent nationally on marketing efforts - Project the dollar amount that the organization will spend on advertising, promotions, public relations, sales, etc. marketing the event to U.S. markets. For the purposes of reporting, exclude dollars spent in the Georgia market.

of hotel room nights for artists - Project the total artist lodging costs that will be expended in Chatham County's limits. Only provide information for event's artists.

of hotel room nights for tourists - Project the total lodging costs that will be expended in Chatham County's limits by tourists who are specifically attracted to the City for this cultural event.

of single ticket buyers that are tourists from beyond GA - Estimate the number of single tickets sale for the proposed project.

SECTION 7: OPERATING BUDGET

Core Investment Program applicants will only need to complete the Organization Budget and Cultural Project Investment Program applicants will need to complete the Organization and Project budgets.

Below are a few things to keep in mind when drafting your budget.

- Organizations that are not arts non-profits are asked to only include information about their cultural, artistic, or heritage expenditures in the budget.
- Applicants are asked to submit a realistic and accurate budget that aligns with prevailing rates of pay. The budget should reflect what is achievable with respect to the organization's capacity. The scope of the proposed budget should clearly match the scope of the activities of what is described in the organization's narrative.
- Do not Include In-Kind or capital expenses as this is a cash operating budget. Organizations should only include cash expenses that are directly related to the project; and that fall within the project's funding calendar. The appropriate place to address in-kind donations is in Section 1 of the application and in the proposal's narrative.

A description of each budget line item can be found in the Line Item Descriptions on the following page.

Organization Budget

Enter the organization's annual operating budget for the fiscal years shown. Round all budget figures to the nearest whole dollar. Total 2015 Revenue (line 24) must equal total 2015 Expenditures (line 64)

Revenue - Indicate if 2015 Revenue is Confirmed or Projected. Only line items with an asterisk should be itemized in the Budget Itemization.

Expenses - Enter cash operating expenses only. Do include in-kind or capital expenses. Only line items with an asterisk should be itemized in the Budget Itemization.

COMPLETING YOUR PROPOSAL

Project Budget

Please enter the Project operating budget for the fiscal years shown. Round all budget figures to the nearest whole dollar. Total 2015 Revenue (line 24) must equal total 2015 Expenditures (line 64).

Revenue - Indicate if 2015 Revenue is Confirmed or Projected. Only line items with an asterisk should be itemized in the Budget Itemization.

Expenses - Enter the expenses that will be covered by DCA in the 2015 DCA Share column and expenses covered by other revenue sources in the 2015 Org. Share column. The 2015 Total Project Expense column is the sum of the previous two columns. Only cash operating expenses should be entered. Do not include in-kind or capital expenses. Only line items with an asterisk should be itemized in the Budget Itemization.

Line Item Descriptions

REVENUE

City of Savannah Income - Enter amount previously received and currently being **Requested from DCA**. Indicate the cash support that the organization has received or will receive from **Other City of Savannah Depts**. Do not include the DCA funding request on this line.

Contributed Income – Enter cash support derived from grants or appropriations given for this project by the **Federal, State of Georgia, and Chatham County** governments. Also include any cash support derived from **Foundations, Corporations, Individual Contributions, and Fundraisers/Benefits**.

Note: Organizations should not solicit any type of donation at City funded events or activities.

Earned Income – Enter earned income derived from **Admissions** (tickets, series subscriptions), **Classes/Workshops, Merchandise, and Vendors** (income derived from revenue generating activities must be used to defray the project's costs.)

Other Revenue – Enter the amount of **Carryover** revenue brought over from the previous year to cover expenses related to the 2015 project. Enter any **Other** revenue sources not already listed in the budget.

EXPENSES

Personnel – Administrative – Show expenses for employee salaries, wages and benefits for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, clerical staff such as bookkeepers, and support personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel.

Personnel – Artistic – Show expenses for employee salaries, wages and benefits for artistic directors, conductors, curators, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

Personnel - Production/Technical – Show expenses for employee salaries, wages and benefits for technical management and staff including technical directors, wardrobe/lighting sound crew, stage managers, stage hands, video/film technicians, exhibit preparers and installers.

COMPLETING YOUR PROPOSAL

Personnel - Contracted Administrative – Show payments for services to individuals and firms who are not normally considered employees of the applicant. Include administrative expenses listed under Personnel - Administrative.

Personnel – Contracted Artistic – Show payments for services to individuals and firms who are not normally considered employees of the applicant. Include artistic expenses listed under Personnel – Artistic.

Personnel – Contracted Production/Technical – Show payments for services to individuals and firms who are not normally considered employees of the applicant. Include production/technical expenses listed under Personnel – Production/Technical.

Office Supplies – Show supply expenses including photographic supplies, office printing supplies, etc.

Technical/Production Supplies - Art supplies, publications, exhibition preparatory materials, etc.

Print Advertising – Include costs of print advertising such as newspaper, magazine, etc.

Broadcast Advertising – Include cost of radio and television advertising.

Online Advertising – Include cost of online advertising such as banner ads, email ads, website design, etc.

Media Relations – Include cost paid for media relations firms.

Printing – Include costs of printing rack cards, newsletters, brochures, flyers, and posters.

Rentals – Include costs to rent **Performance, Exhibition, Rehearsal, and Office Space and Equipment**.

Hospitality (meals) – Costs of entertaining such as meals, receptions, beverages, etc. Please note that these costs are ineligible expenses for the use of DCA funds.

Travel/Transport – Include costs for artists' airline tickets, limousine rental, taxis, mileage, car rentals, per diem payments, etc.

Lodging – Include costs for hotels, bed and breakfasts, etc.

Utilities – Show expenses including electricity, telephone, heating, etc.

Insurance – Includes insurance for liability, property, etc. Does not include benefits for employees.

Security – Include costs for security services and equipment

Dues/Subscriptions/Royalties/Rights – Includes costs for professional memberships, publications, etc.

Postage – Include postage costs for shipping and mailing.

COMPLETING YOUR PROPOSAL

Depreciation – Include depreciation costs for depreciable assets.

Professional Fees – Include costs paid to accountants, lawyers, etc.

Miscellaneous – Include all other expenses from sources not listed above.

BUDGET EXPLANATION

Organizations must provide an explanation of major changes from 2014 Projected to 2015 Proposed. Major changes include significant increases or decreases of revenue and expenses.

If an operational deficit is shown in Section 3, outline the organization's long term strategy to eliminate or reduce the deficit in the field provided.

BUDGET ITEMIZATION

Applicants must itemize revenue and expense line items identified with an asterisk. These line items include: Foundations, Corporations, Other Revenue, All Personnel expenses, Travel/Transport, Lodging, and Miscellaneous expenses.

Also organizations applying in-kind contributions toward their match should complete the In-Kind Contribution table.

Do not submit a blank budget breakdown form with the words "See Attached." The itemization must be entered on the provided form.

Applicants must provide a clear explanation of the method of computation for arriving for each figure.

SECTION 8: CERTIFICATION

The certification page can be found in Section 8 of the application. Please review the certification page carefully, sign and submit with the application. By submission of an application for funding, the applicant agrees to comply with all requirements as outlined in the program guidelines and the certification page. The certification must be signed by an Authorized Official and Board Chair/Treasurer.

SECTION 9: APPLICATION CHECKLIST

Each organization will need to complete the Application & Required Attachments checklist. The checklist is in Section 9 of the application. A description of each attachment is below.

Attachment #1: Narrative - Refer to the "Narrative Responses" guidelines on page 24.

Attachment #2: Board of Directors List - Applicants are required to submit a Board of Directors list that provides the names of board and advisory board members. Provide the board member's name, occupation, and ethnicity.

Attachment #3: Proof of Tax Exempt Status - Provide proof of tax exempt status. 501 (c) 3 organizations should submit a copy of their IRS tax determination letter.

Attachment #4: Certification of Incorporation in GA - Provide the organization's certificate of incorporation from the State of GA.

COMPLETING YOUR PROPOSAL

Attachment #5: Mission Statement & By Laws - Provide a copy of the organization's mission statement and by laws.

Note: For attachments 3-5, organizations who submitted an application in the last two funding years are not required to submit these documents unless they have been amended during that period of time. Confirm with DCA staff that the documents are on file before submitting your application.

Attachment #6: 990 Forms - Provide a copy of the IRS Form 990, 990 PF, 990 EZ or 990 N for FY2013. Current tax law does not require non-profit organizations with budgets of less than \$25,000 to file tax forms. In lieu of these forms, applicants must submit the Income/Expense Statement from the last, completed fiscal year.

Attachment #7: Income/Expense Statement (operating budget under \$300K) - Organizations with an operating budget under \$300,000 should submit an income/expense statement from the last, completed fiscal year. The statement must be signed & certified by the board chair and executive director.

Attachment #8: Certified Bound Audit (operating budget over \$300K) - Organizations with an operating budget over \$300,000 should submit a certified bound audit from the last, completed fiscal year which must be completed by an independent accountant.

Attachment #9: Artistic Support Materials - Support Materials demonstrate the organization's administrative capability. Select recent materials (from the last two years of operation) that represent the work of involved artists and that demonstrate the level of community support that the organization can leverage. One set of support materials should be submitted. If the organization would like for the support materials to be returned, please submit a self-addressed stamped envelope along with the support materials.

Prepare the Support Materials as specified below:

Description of Support Materials - Briefly describe the submitted material. For instance, if submitting slides of work, provide the artist's name, artistic medium, and title of the work.

Media Reviews - Submit recent examples of critical reviews from media outlets. Do not submit items that the City currently has on file.

CDS, DVDS - Provide the time stamp for the 5 min. segment that you wish the Panel to view or hear.

Scripts, Prose, or Poetry - Submit no more than FIFTEEN (15) numbered pages of materials.

Publicity Materials - Submit recent examples of advertising or marketing efforts. Do not submit items that the City currently has on file.

Venue Contracts - Submit, if available, contracts confirming that venues are available for use. Applicants utilizing outdoor City venues may submit an email from the LSB Coordinator indicating that they have explored the availability of the public space for the event on the selected date.

Resumes/Bios (New Staff) - Submit resumes – of no more than one page – for each artistic/administrative staff person directly involved in the planning and the implementation of the proposed project. If the applicant has submitted a resume for a staff person before in the last 2 years, then do not resubmit. Only submit resumes for new staff persons.

Slides - Submit NO MORE THAN 10 SLIDES for each exhibition.

Letters Of Support - Submit, if available, letters confirming that project partners have committed to participate in this project. Letters should specifically and briefly identify their role.

RESOURCES

OTHER FUNDING OPPORTUNITIES	
National Endowment for the Arts	www.nea.gov
Georgia Council for the Arts	www.gaarts.org
South Arts	www.southarts.org
RESOURCES	
The Foundation Center	www.foundationcenter.org
Americans for the Arts	www.americansforthearts.org
Georgia Center for Non-Profits	www.gcn.org
Georgia Lawyers for the Arts	www.glarts.org
Internal Revenue Services (IRS)	www.irs.gov/Charities For information regarding obtaining 501(c)(3) status
State of Georgia – Secretary of State	www.sos.ga.gov/Corporation For information regarding incorporation in the state of Georgia
VSA Arts of Georgia	www.vsaartsga.org http://vsaartsga.org/index/resources . VSA Arts of Georgia's website provides useful links to understanding the American with Disabilities Act (ADA), disability etiquette and person first language, downloadable disability access symbols for use in your marketing materials and much more
TECHNOLOGY	
Tech Bridge	www.techbridge.org Offers technology services to non-profits
Tech Soup	www.techsoup.org Offers free and discounted technology products to non-profits